

Mason County
Quit Line Data Summary
July 1 - September 30, 2002

	County	State
Number of Calls to Quit Line	N = 49	N = 3,906
Percent of Statewide Calls	1.5%	100.0%
Percent of State Population in County¹	0.8%	100.0%
	County %	State %
Gender	N = 49	N = 3,543
Female	73.5%	61.4%
Male	26.5%	38.6%
Race/Ethnicity	N = 45	N = 2,967
People of Color	8.9%	15.6%
White	91.1%	84.4%
Age	N = 48	N = 3,091
Less than 18 years old	2.1%	2.0%
18 - 24 years old	14.6%	14.9%
25 - 34 years old	25.0%	22.9%
35 - 44 years old	18.8%	25.8%
45 years and older	39.6%	34.3%
Education	N = 47	N = 3,038
Did not graduate high school	25.5%	16.6%
High school graduate	46.8%	31.8%
Some college/vocational school	21.3%	38.6%
College graduate	6.4%	13.0%
Caller Type	N = 43	N = 3,409
General Information	2.3%	13.2%
Health care provider	2.3%	2.9%
Tobacco user	95.3%	83.9%
Payer Type	N = 41	N = 2,235
Insured	46.3%	43.4%
Uninsured	17.1%	23.8%
Medicaid	36.6%	32.7%
Heard About	N = 38	N = 2,881
Past caller	13.2%	17.4%
Employer/worksites	0.0%	0.7%
Health care provider	26.3%	19.6%
Television	18.4%	23.9%
Outdoor advertisement (billboard/bus/wall)	2.6%	7.0%
Targeted mailing	0.0%	0.6%
Great Start	0.0%	0.3%
Radio	2.6%	1.9%
Newspaper/Magazine	0.0%	1.1%
Brochure/Newsletter	0.0%	4.9%
Family or friend	28.9%	18.8%
Health Department	7.9%	3.0%
School	0.0%	0.6%